



Building on Community Banking on Growth

UniBank

Green Isand Blvd, Worcester, MA

Canal District Expansion
Case Study

the CLIENT

UniBank is a community-focused financial institution with 14 locations across Central Massachusetts. Serving over 22,600 households, they are committed to building strong relationships with individuals, businesses, and municipalities. Their culture is rooted in teamwork, integrity, and excellence, with a dedication to personalized service and community support.



the SITUATION

Prioritizing greater growth in Worcester, UniBank's expansion into Worcester's Canal District was a strategic move that reinforced their deep-rooted commitment to the community. As Worcester continues to experience rapid growth—both in population and business development—UniBank recognized the opportunity to better serve residents and businesses with a new fullservice branch.

Located within The Revington, a newly developed mixed-use apartment building, the branch sits directly across from Polar Park, home of the Worcester Red Sox. This location is particularly meaningful, as UniBank was one of the original 21 Founding Partners instrumental in bringing the team to the city. Their presence in the neighborhood was a natural fit, aligning with their long-standing investment in Worcester's economic and cultural vibrancy.



our APPROACH

To bring UniBank's vision to life, we set out to create a branch that would both honor Worcester's rich history—especially its deep connection to baseball—and provide a modern, full-service banking experience for the growing Canal District. Our design approach balanced community pride with functionality, ensuring that the space felt welcoming, familiar, and reflective of UniBank's commitment to the neighborhood.

Beyond aesthetics, we paid close attention to the floor plan, designing an efficient layout that maximized every inch of space without compromising comfort or accessibility. The open-concept design improves flow and visibility, making it easy for customers to navigate between the teller pod, waiting area, and private offices.



Every element—from the placement of the coin machine to the location of the employee lounge—was thoughtfully considered to ensure a seamless experience for staff and customers alike. As the first retail bank in the district, the branch was strategically positioned to meet the financial needs of the community while incorporating state-of-the-art banking solutions in an inviting, locally inspired environment.





The result is a thoughtfully designed space that strikes the perfect balance between modern banking, community pride, and America's favorite pastime.

the RESULTS

The 1,868-square-foot branch was designed to reflect UniBank's brand identity and strong ties to the Worcester community. A modern aesthetic with a neutral palette allows UniBank's vibrant brand colors and marketing to stand out, while bright, linear lighting contrasts with curvilinear ceiling accents and the teller pod for added visual interest.

The branch layout maximizes openness and accessibility, featuring a teller pod, waiting area, coin machine, private offices, and a versatile conference room. Employees also have access to a dedicated lounge. Expansive exterior glazing brings in natural light, and full-height glass office fronts enhance visibility between customers and staff, making the space feel bright and spacious despite its compact footprint. For added convenience, an exterior walk-up ATM is perfect for grabbing cash before heading to the ballpark.

Subtle design details celebrate the branch's location in the Canal District and its baseball heritage. Customized frosted glass panels feature baseball-inspired graphics, while wall murals and graphics reinforce UniBank's commitment to community growth—past and present.

The result is a thoughtfully designed space that strikes the perfect balance between modern banking, community pride, and America's favorite pastime. It seamlessly integrates function and identity, creating an inviting environment that feels both locally rooted and forward-thinking.



About team NES

At NES Group, go beyond the traditions of “banking today” and plan for the potential of the future. What makes us different? In house capabilities to **imagine**, **design**, and **deliver** your project.

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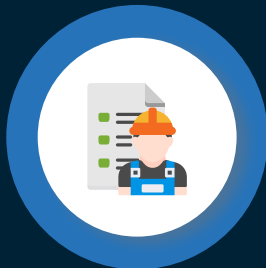
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